

## National Park Service FY 2012 Q1

### Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

#### Review Status Symbols Legend

##### First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

##### Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

##### Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ⏸ On Hold ✗ Cancelled

| Objective, Strategy, or Tactic  | Creation Status | Owner     | Review Status |   |   |
|---|-----------------|-----------|---------------|---|---|
| 1.2.1.19: MTRI/NPS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes. | ○               | John Keck | ?             | ? | ? |
| 1.2.1.19.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).                                   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.2.1.19.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.2.4.2: MTRI/NPS address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit  | ○               | John Keck | ?             | ? | ? |

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| organizations, tribes, etc.   |                 |           |               |   |   |
| 1.2.4.2.1: Prioritize issues and identify potential inter-agency policy actions annually.   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.2.4.2.2: Address priority issues and report annually to tourism and recreation industry partners.   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.3.1.19: MTRI/NPS educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. | ○               | John Keck | ?             | ? | ? |
| 1.3.1.19.1: Develop a single responsible use message for all partners by December 2008.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.1.19.2: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.1.19.3: Coordinate efforts between tourism marketers and state/federal agencies to contact travelers via the media, web, VICs, rest areas, agency offices, businesses, etc.                       | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.1.19.4: Outline penalties for illegal activities, where appropriate, and provide numbers to report violations.  | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.1.19.5: Include GPS coordinates on trail maps to assist visitors.   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.3.2.19: MTRI/NPS coordinate state, regional and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent                     | ○               | John Keck | ?             | ? | ? |

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| with public land uses and available facilities.   |                 |           |               |   |   |
| 1.3.2.19.1: Identify capacity and maintenance challenges, and ensure that state/regional/local tourism marketing efforts are appropriately aligned.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.2.19.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.                       | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.3.1: MTRI/NPS support use of easements, county planning commissions, and agency planning efforts, to maintain and improve public access to public recreation lands.   | ○               | John Keck | ?             | ? | ? |
| 1.3.3.1.1: Expand communication on access issues and cooperation between agencies, user groups, and other interested parties.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.5: Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.            | ○               | John Keck | ?             | ? | ? |
| 1.3.5.1: MTRI/NPS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives. | ○               | John Keck | ?             | ? | ? |
| 1.3.5.1.1: Sponsor programs that encourage kids to spend more time outdoors, involving the Governor's office, state/federal agencies, tribes, nonprofit groups, and businesses.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.3.5.1.2: Use initiatives to improve public health, encourage education about the  | <i>Tactic</i>   | John Keck |               |   | ✓ |

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| outdoors, enhance tourism efforts, and increase public appreciation for the importance and protection of the outdoors for future generations.   |                 |           |               |   |   |
| 1.3.5.1.3: Develop partnerships and seek private and foundation funding to implement statewide initiatives.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.4.2.3.7: MTRI/NPS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.  | ○               | John Keck | ?             | ? | ? |
| 1.4.2.3.7.1: . Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities. | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.4.2.3.7.2: Participate in the development of a state heritage tourism marketing strategy.   | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.4.2.5: Maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.   | ○               | John Keck | ?             | ? | ? |
| 1.4.2.5.1: MTRI/NPS maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.                                    | ○               | John Keck | ?             | ? | ? |
| 1.4.2.5.1.1: Prioritize maintenance and preservation needs along the Lewis & Clark Trail, and identify or connect with potential resources.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.4.2.5.1.2: Include L&C and other national trails, sites and facilities in tourism maps, marketing publications,   | <i>Tactic</i>   | John Keck |               |   | ✓ |

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| web sites, event calendars, etc.   |                 |           |               |   |   |
| 1.4.2.5.1.3: Track visitor usage at historic trail sites/facilities to understand visitor trends.  | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.4.3.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate interpretation and access for the public.   | ○               | John Keck | ?             | ? | ? |
| 1.4.3.3.1: Develop successful partnerships to interpret cultural resources to help to preserve Montana's rich tribal history, and increase appreciation for them among residents and visitors.           | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.4.3.3.2: Implement interpretive/access improvements as approved by Montana tribes.   | <i>Tactic</i>   | John Keck |               |   | ✓ |
| 1.5.1.4.1: MTRI/NPS identify new opportunities to provide guided educational/interpretive and adventure tours on public and private lands and work to develop them.                                      | ○               | John Keck | ?             | ? | ? |
| 1.5.1.4.1.1: Identify potential barriers, solutions, processes, and resources for agencies to develop RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate. | <i>Tactic</i>   | John Keck |               |   | ✗ |
| 1.6.2.2.2: MTRI/NPS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources. | ○               | John Keck | ?             | ? | ? |

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| 1.6.2.2.1: Partner with volunteer opportunity listing websites to list Montana volunteer opportunities, provide links to the sites from state, regional and local tourism web sites, and list the sites in visitor guides.  | <i>Tactic</i>   | John Keck |               |   | ✕ |
| 1.6.2.3: Provide tourism recognition awards for Montana civic groups, clubs and citizens who volunteer for projects on public lands and historic/cultural sites and facilities.   | ○               | John Keck | ?             | ? | ? |
| 1.6.2.3.1: MTRI reward MT individuals and groups who volunteer time to enhance MT's tourism products using the federal "Take Pride" award program as a prototype; incorporate awards into the Governor's Conference or TAC meetings, and promote winners statewide. | <i>Tactic</i>   | John Keck |               |   | ✕ |
| 1.10.2.19: MTRI/NPS create public/private/tribal partnerships for cooperative project implementation.   | ○               | John Keck | ?             | ? | ? |
| 1.10.2.19.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.  | <i>Tactic</i>   | John Keck |               |   | ✕ |

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